

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT & COMPANY, INC.

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YOUR BASIC[®] SEARCH PARTY



KEEP IT BASIC

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

11 mg "tar," 0.9 mg. nicotine av. per cigarette by FTC method.



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